

The Poker Source: SEO and Discussion Forum



Duration: 1-2 months

URL: www.thepokersource.com



Short Description

Initially only Search Engine Optimization was required to be done for www.thepokersource.com, but as per our advice, the client also asked us to do a Discussion Forum campaign in an effort to generate real, targeted traffic. The results were quite good and the client was happy with our consultation and efforts.

Need

The website www.thepokersource.com provides users with reviews of online poker rooms, poker promotional information, poker strategy articles, tournament links, poker books and more. The client assigned Netsmartz this SEO project with the aim of increasing traffic, as he was not satisfied with the traffic figures. Therefore, the need was to optimize their website to attain better search engine results.

Challenge

As with any project, this website marketing project

required initial in-depth study of the weak aspects of the website from the SEO point of view. The site had been online for quite some time but did not have impressive page ranking and search engine results for significant keywords. It was observed that the site did not have a Search Engine friendly architecture. The Meta tags, Title tags, HTML coding, Images, and text formatting was not search engine friendly. The significant keywords were not part of the code and Tags.

It won't be an overstatement to say that the Netsmartz SEO team with several SEO projects swung quickly into action and every effort was made to deliver outstanding and satisfactory results.

Solution

After the initial study of the Web site and with the help of the inputs received from the client, it was understood that the web site ThePokerSource provides a wealth of poker resources, educating poker players of all skill levels. The user can find the best online poker sites, read reviews, poker strategy articles and much more. This information was crucial and the deciding factor regarding the SEO strategies to be implemented for ThePokerSource Web site.

We helped our client to achieve better rankings by identifying the site's search-engine related problems and weak aspects. A list of all important keywords and keyphrases was created. Meta tags, Title tags were optimized and manual Search Engine submissions were done. Alt Tags were also added to the images and links.

When we undertake a project, we also research the client's business potential and find programs that will

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work for them. As per our advice, the client also asked us to do Discussion Forum campaigning to generate real, targeted traffic. The results were quite good and the client was satisfied with our consultation and efforts.

Skills / Expertise Used

- Advanced knowledge of search engine optimization techniques.
- Expertise in Keyword Density, Keyword Prominence, Link Popularity, Internal Linking Structure, Robots, Page Rank Analysis, Traffic Analysis etc.
- Understanding of search engine algorithms.
- Using structured and streamlined processes to reduce

the Project Life Cycle.

- 100% ethical practices.

Benefits

All clients expect overnight success but sometimes the results take some time. We assured our client that results would show soon and it happened. In just a few weeks, there was a tremendous increase in the page rankings and search engine results for important keywords. There was a significant increase in traffic and an increased web presence, as a result of optimization and Discussion Forum campaigning. There were more business opportunities and the end result was client satisfaction to the core.